

# SEO Success

This is an online liquor store in Canada delivering your favorite spirits to your door.



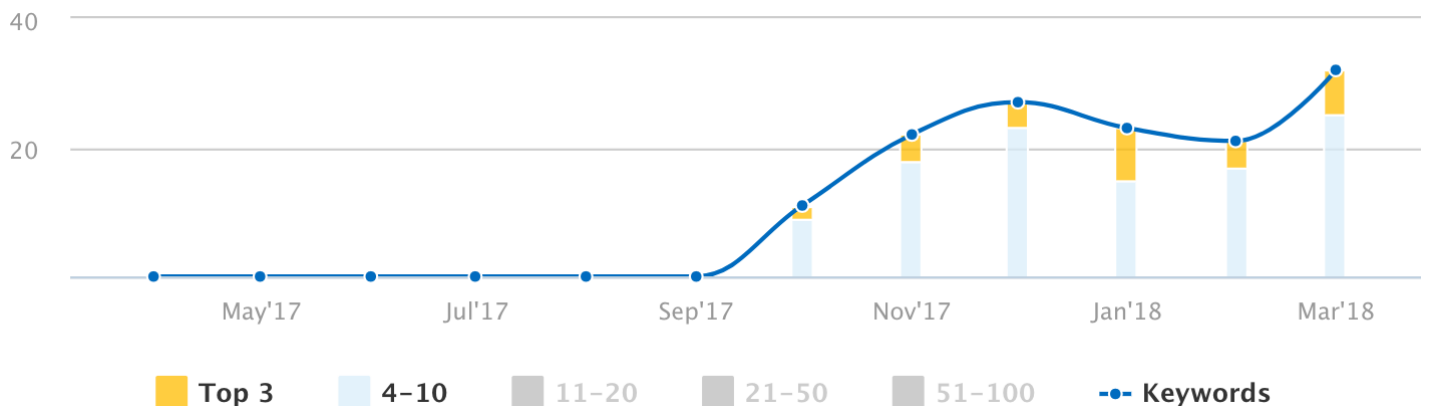
## Prior to SEO

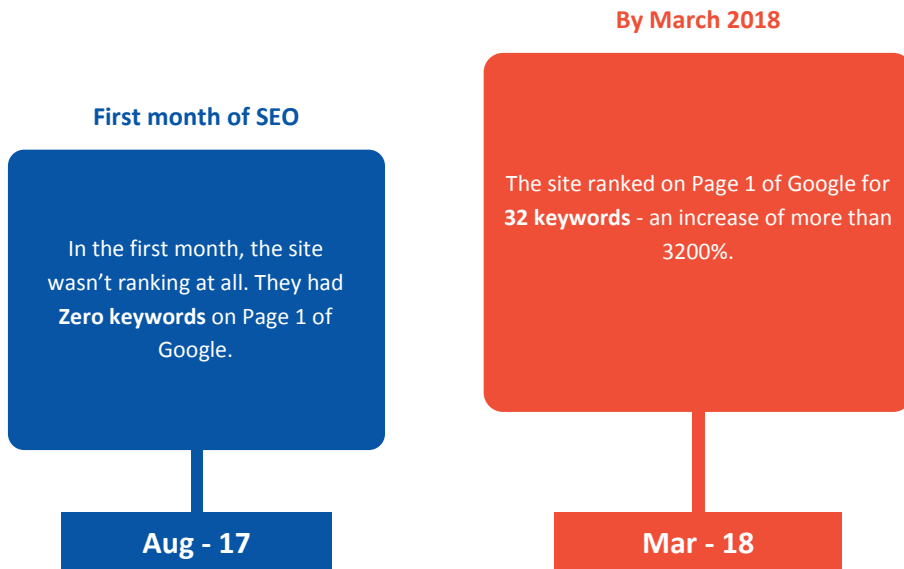
**Liquor Store** came to us in August of 2017, with no online presence. They wanted to improve their local presence by increasing organic rankings and traffic to their website and increase their clientele. At the time they signed on for our SEO services they had Zero keywords ranking on the first page of Google.

## Our Approach

- We identified how potential customers were searching through extensive **keyword research**.
- We designed & implemented an SEO campaign that included **on-page** and **off-page optimization** around their targeted keyword terms.
- We ensured that all name, address, and phone number information was correct, complete and consistent across key sites, including top tier directories such as **Google My Business** and **Bing Local**.
- We developed and distributed **SEO friendly content** on relevant websites.
- We **created** and **distributed videos** about the business.

## Keywords Ranking on First Page in Major Search Engines\*

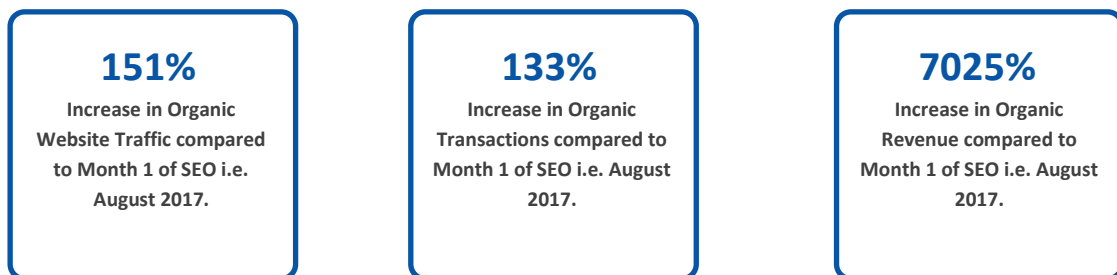




## Google My Business



## Google Analytics data



\*Major Search Engines defined as Google and Bing